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## A STUDY ON BRAND LOYALTY OF CUSTOMERS TOWARDS SMARTPHONES IN NILGIRI DISTRICT

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### ABSTRACT

*Branding aims to establish a significant differentiated presence in the market that attracts and retains loyal customers. The process involved in creating a unique name and image for a product in the consumers mind mainly through advertisement campaign with a consistent theme. Effective branding can result in higher sales of not only one product, but of other products associated with that brand. Branding is the personality that identifies a product, service or company (name, term, sign, symbol, or design, or combination of them) and how it relates to key constituencies: customers, staff, partners, investors etc.*

*Brand loyalty is where an individual buys products from the same manufacturer repeatedly rather than from other suppliers. Businesses whose value rests in a large part on their brand loyalty are said to use the loyalty business model. It consists of purpose, construction, cautions. The first few purposes of smart phones were telecommunications, timekeeping, note taking, calculation, and basic computing functionality*

*Key Words: Loyalty, brand, Smartphone*